

FIG. 1

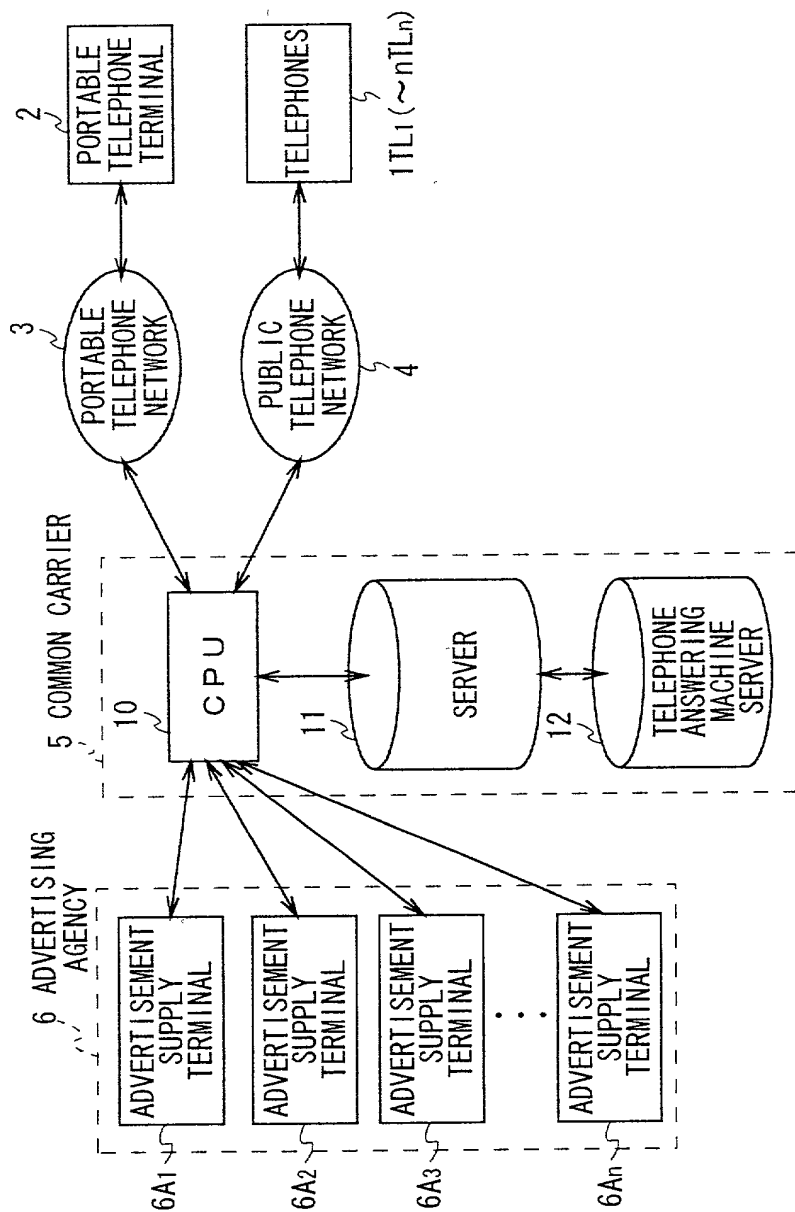


FIG. 2



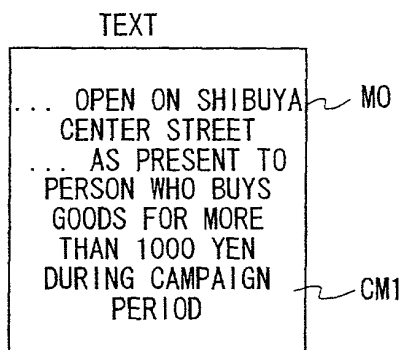


FIG. 4A

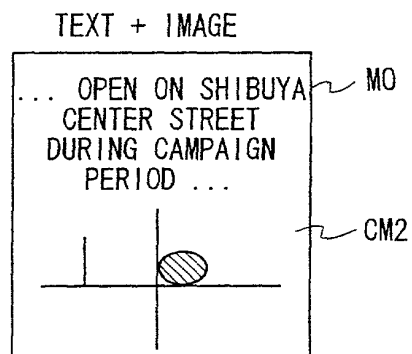


FIG. 4B

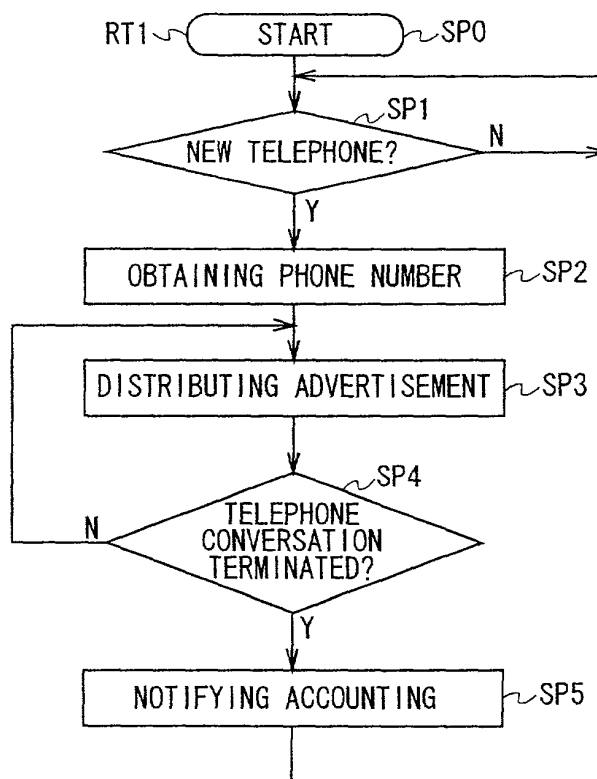


FIG. 5

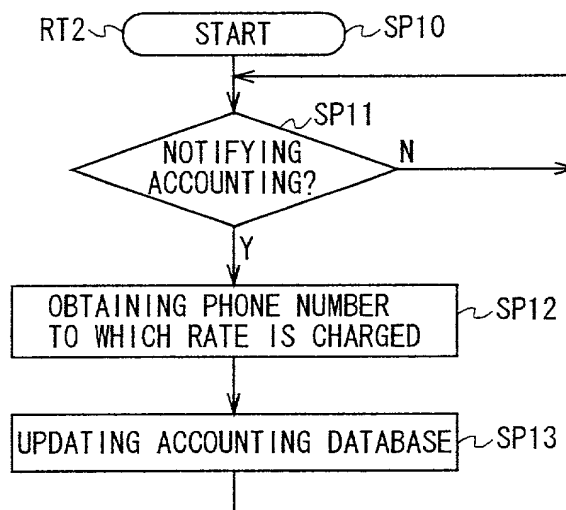


FIG. 6

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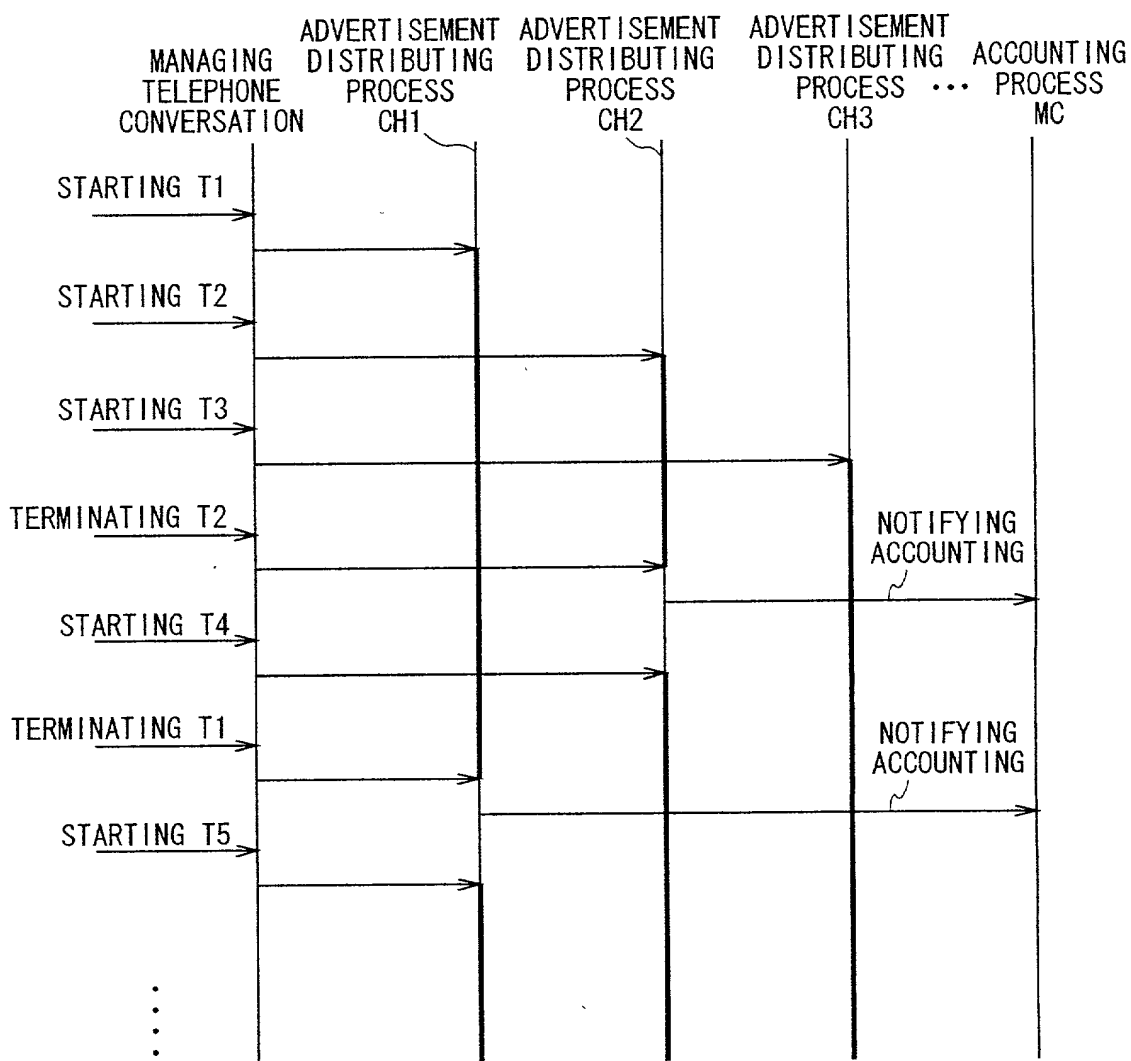


FIG. 7

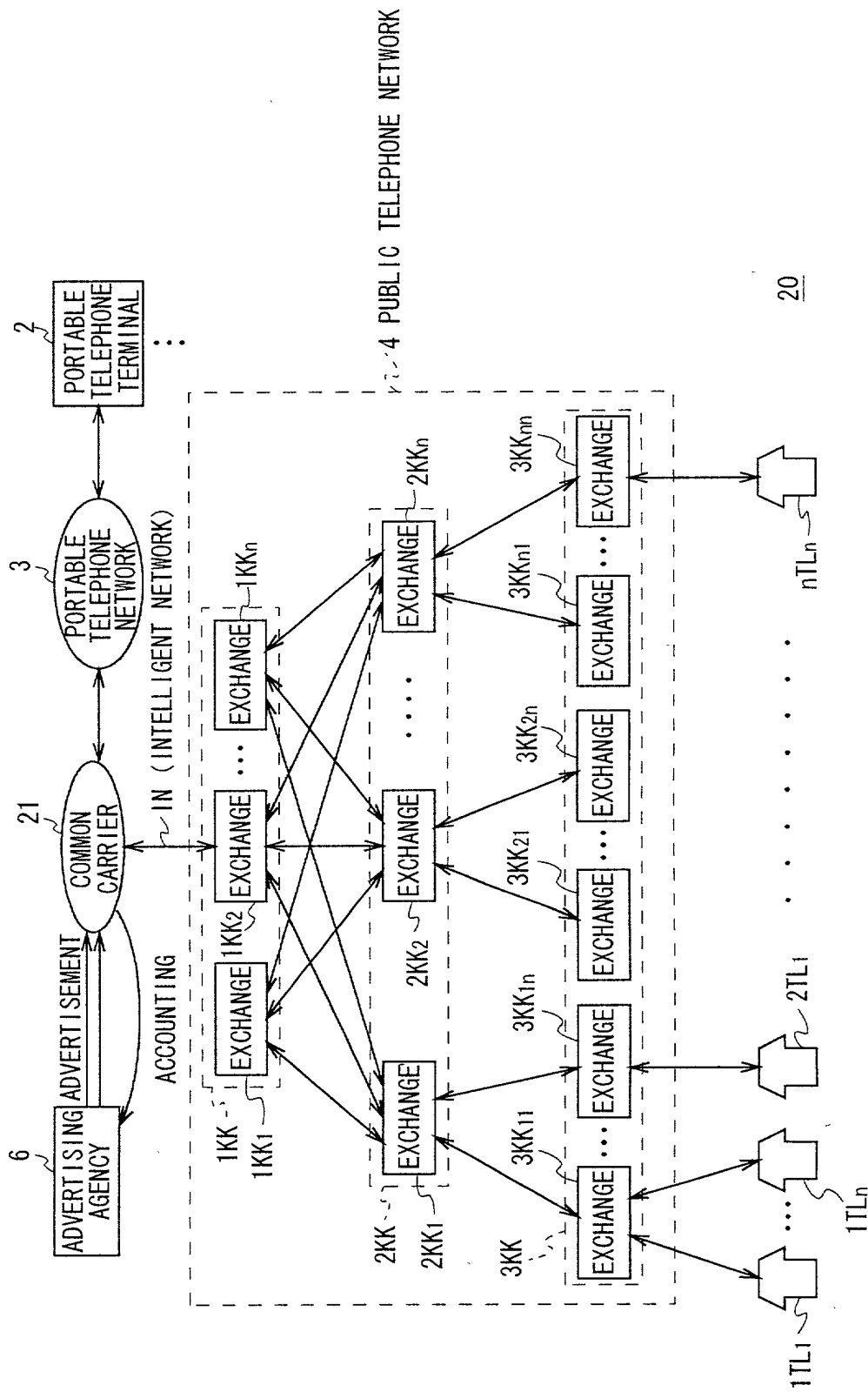


FIG. 8

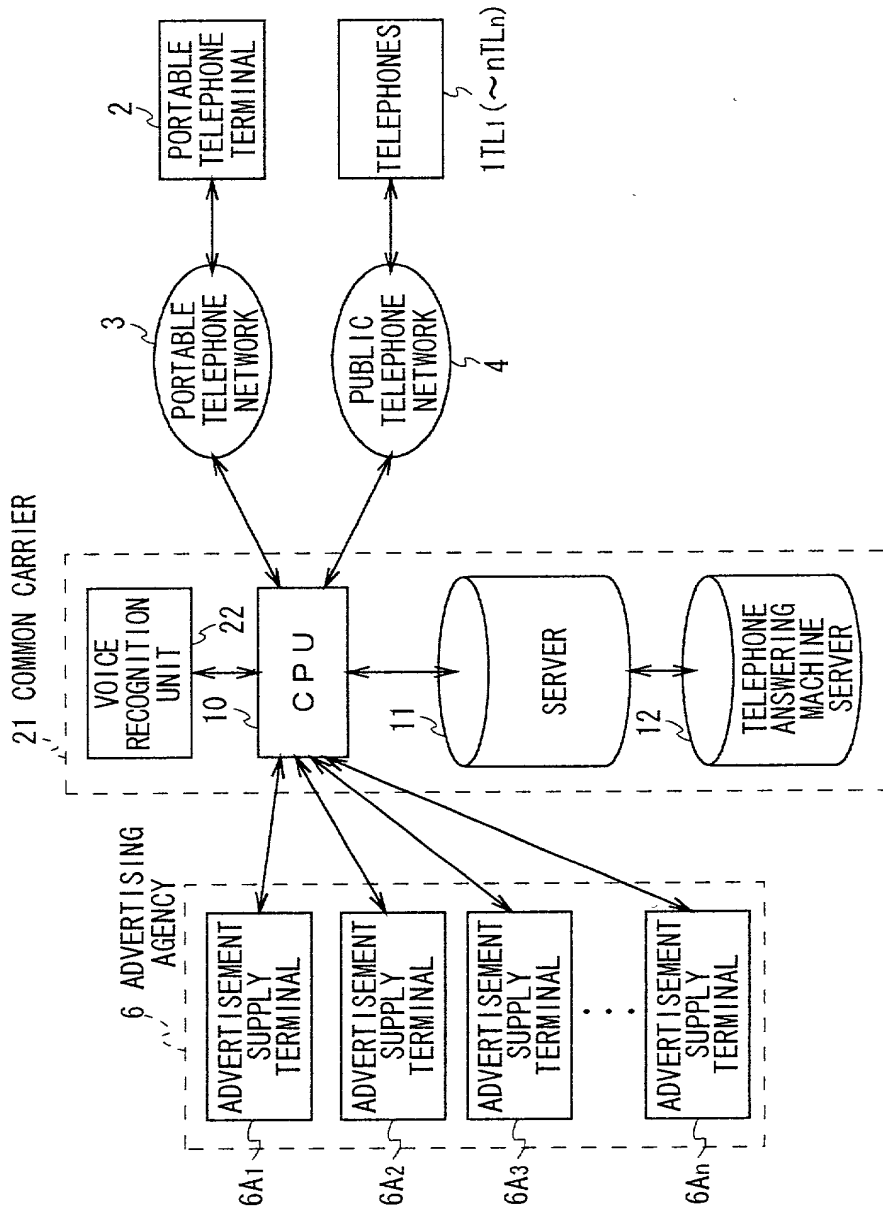


FIG. 9



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KEYWORD-CATEGORY TABLE		
LARGE CATEGORY	INTERMEDIATE CATEGORY	KEYWORD
SPORTS	GOLF	COUNTRY CLUB, .. OPEN, ...
	BASEBALL	HOME RUN, MAGIC, RATE OF DEFENSE, HIT
	⋮	⋮
MUSIC	POPS (JAPANESE)	○○○, ○□□, □△○, ...
	POPS (WESTERN)	○×□, □×□, △○△, ...
	CLASSICAL MUSIC	□□□, △△△, ×××, ...
	⋮	⋮
FOOD	JAPANESE FOOD	TENPURA, SUSHI, ...
	ITALIAN FOOD	PASTA, ...
	⋮	

TA1

FIG. 10

ADVERTISEMENT-CATEGORY TABLE		
LARGE CATEGORY	INTERMEDIATE CATEGORY	ADVERTISEMENT
SPORTS	GOLF	... SPORTS SHOP,
	BASEBALL	... SPORTS SHOP,
	⋮	⋮
MUSIC	POPS (JAPANESE)	... LAST LIVE PERFORMANCE, ... NEW RELEASE
	POPS (WESTERN)	... CONCERT IN JAPAN,
	CLASSICAL MUSIC	... SYMPHONY, ... PHILHARMONIC
	⋮	⋮
FOOD	JAPANESE FOOD	SHABU-SHABU AS MUCH AS YOU LIKE
	ITALIAN FOOD	○△□, ...
	⋮	

TA2

FIG. 11

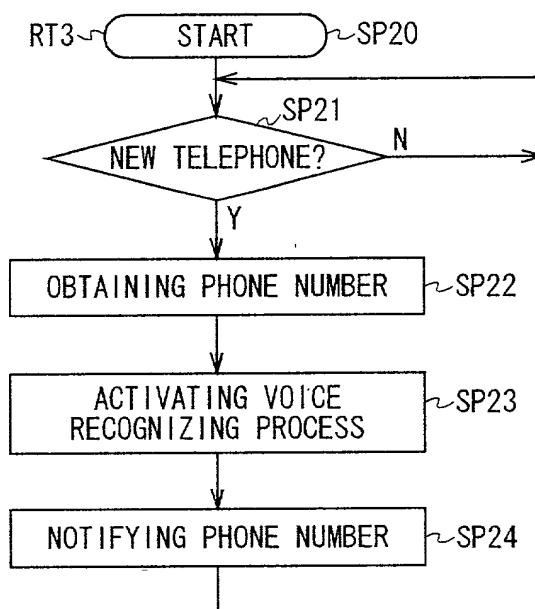


FIG. 12

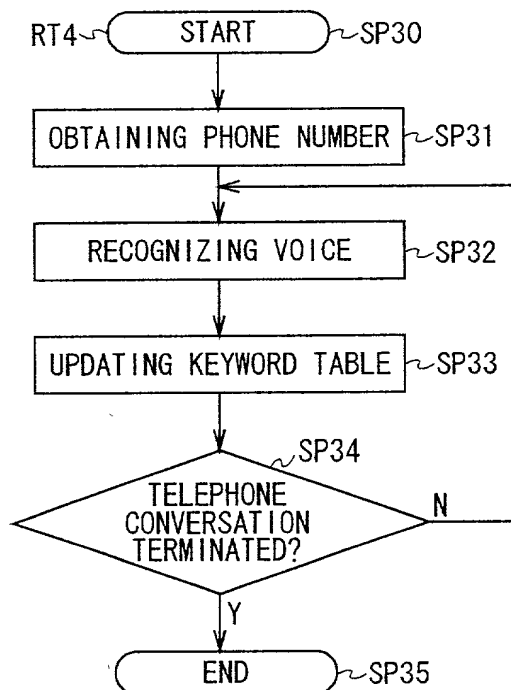


FIG. 13

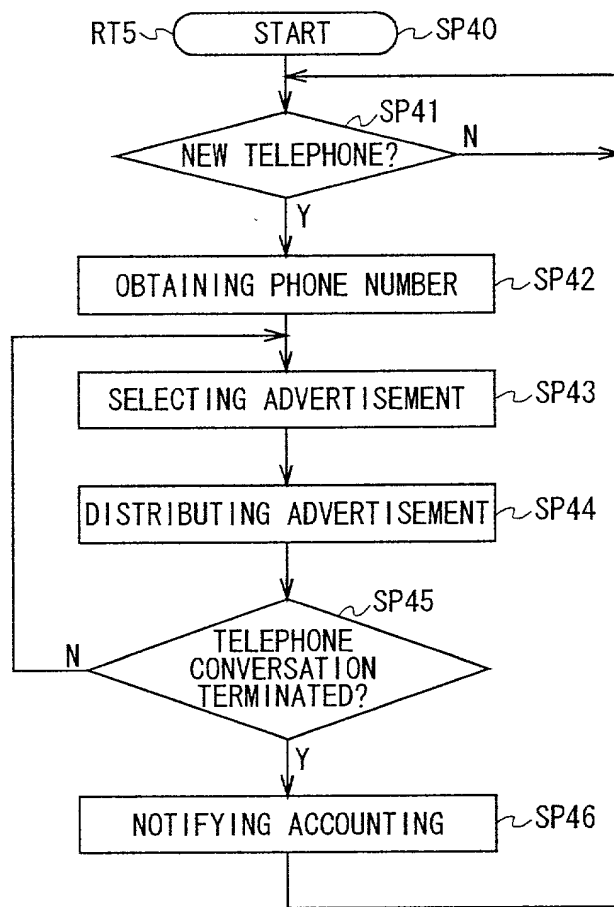


FIG. 14

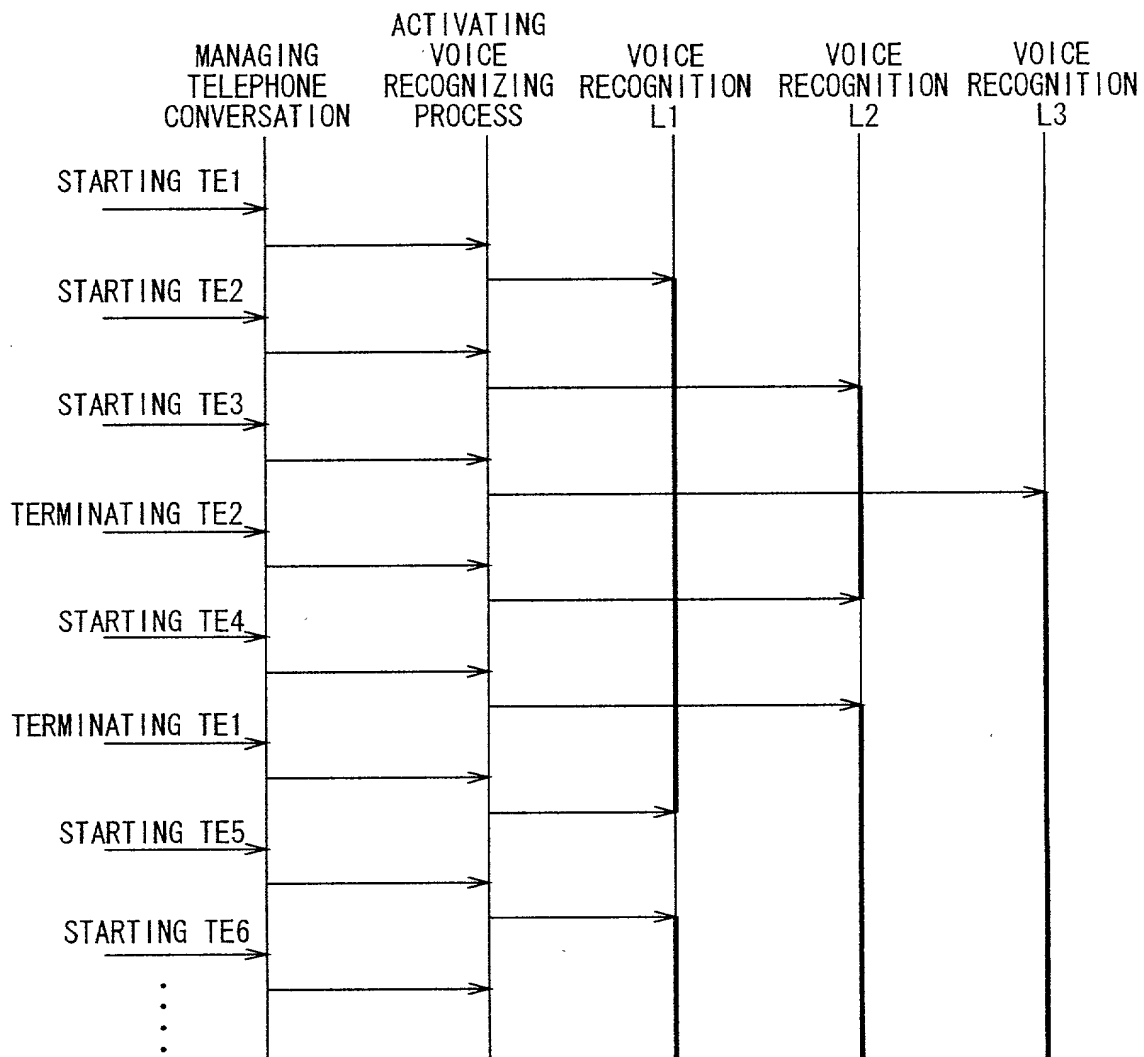


FIG. 15

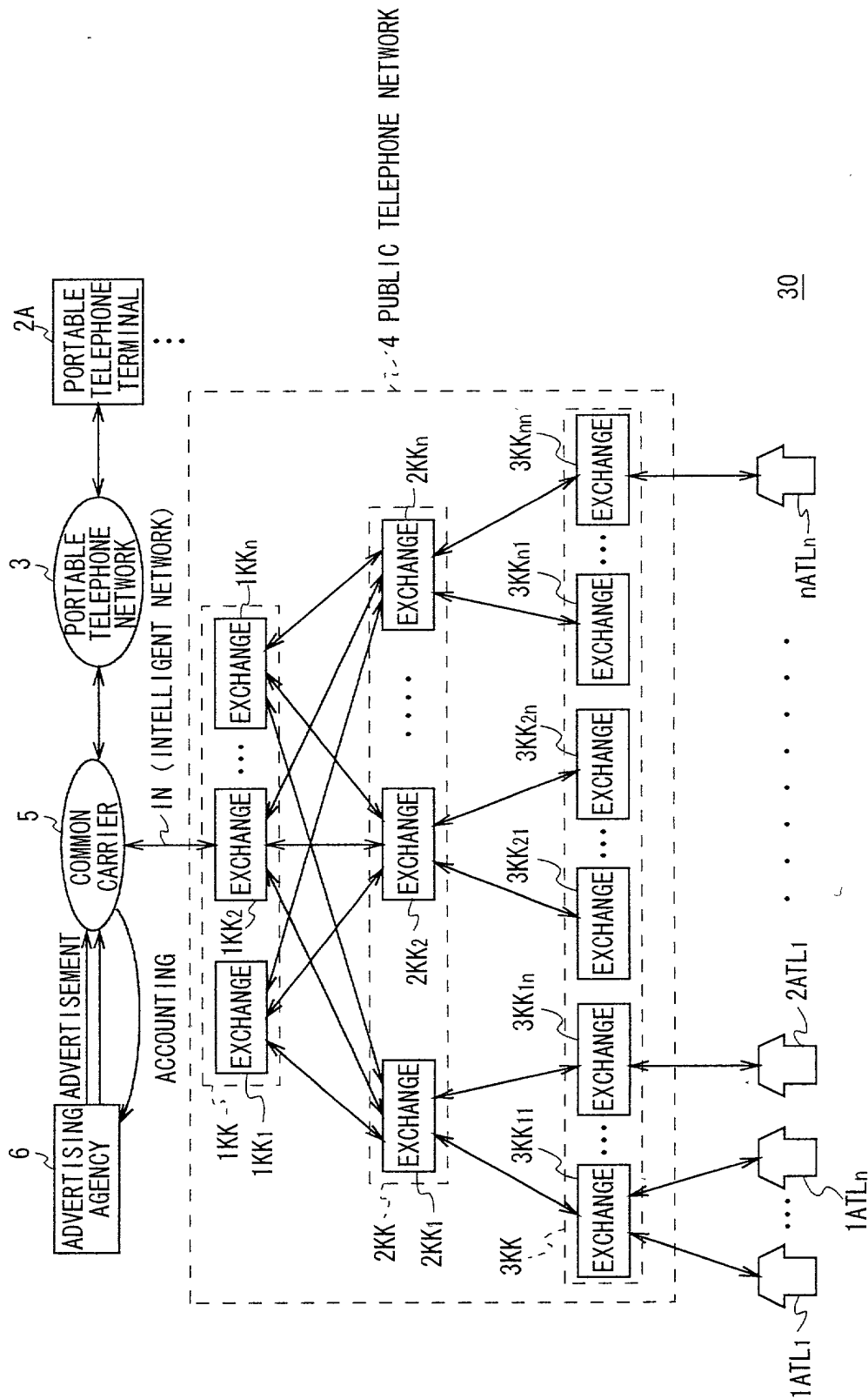


FIG. 16

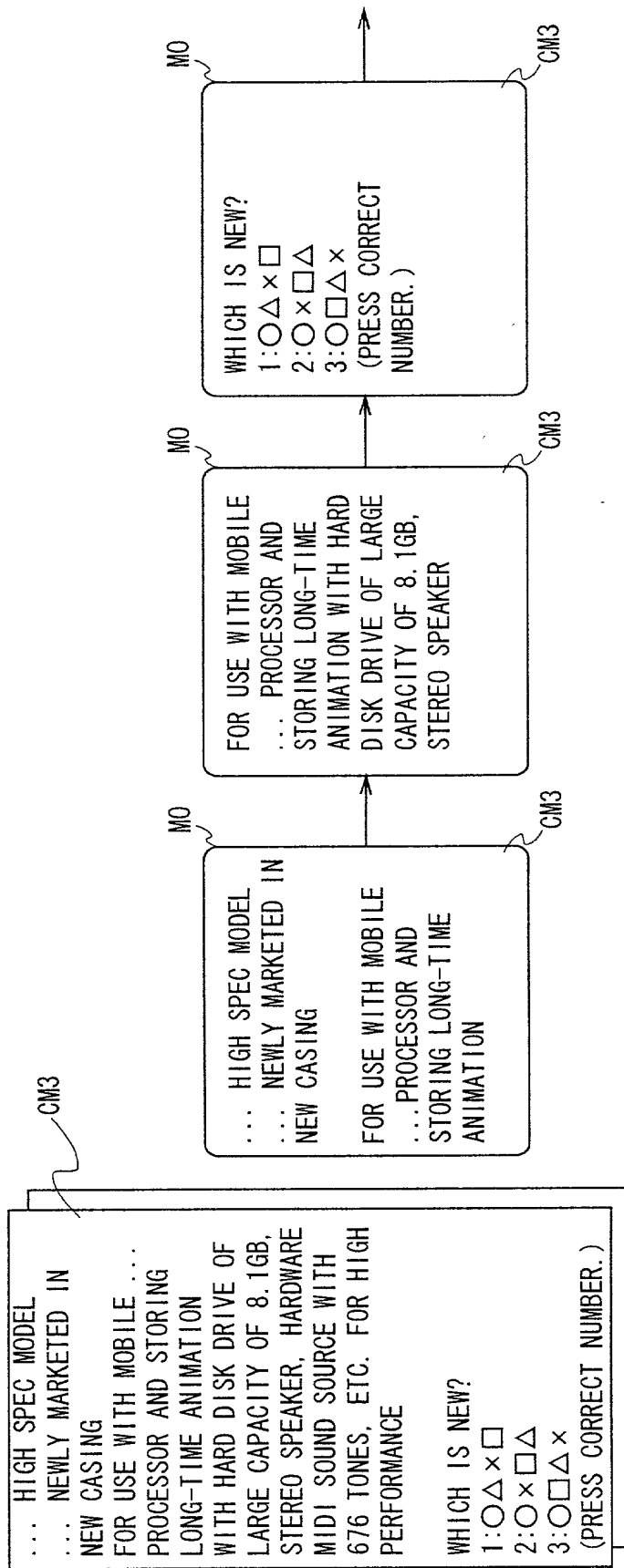


FIG. 17A

FIG. 17B

FIG. 17C

FIG. 17D

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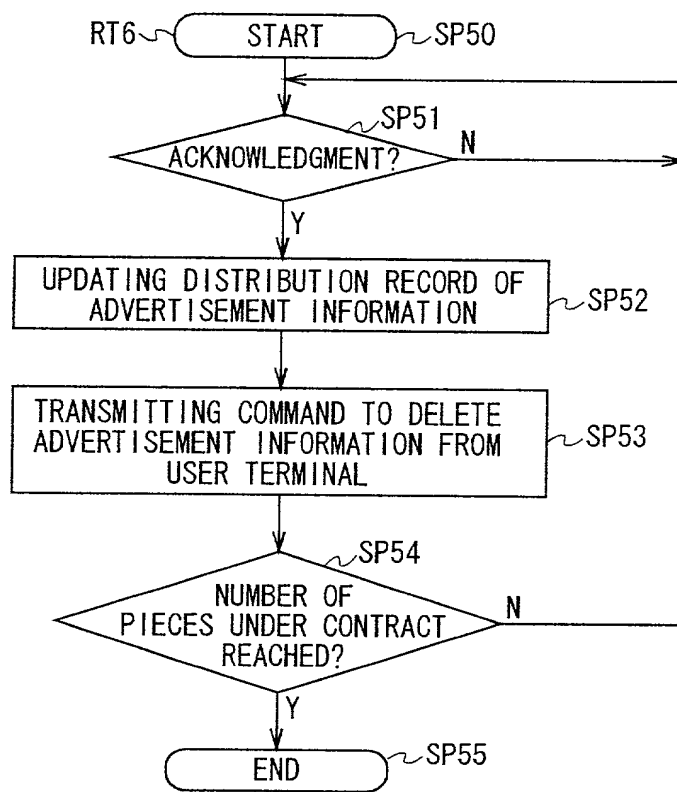


FIG. 18

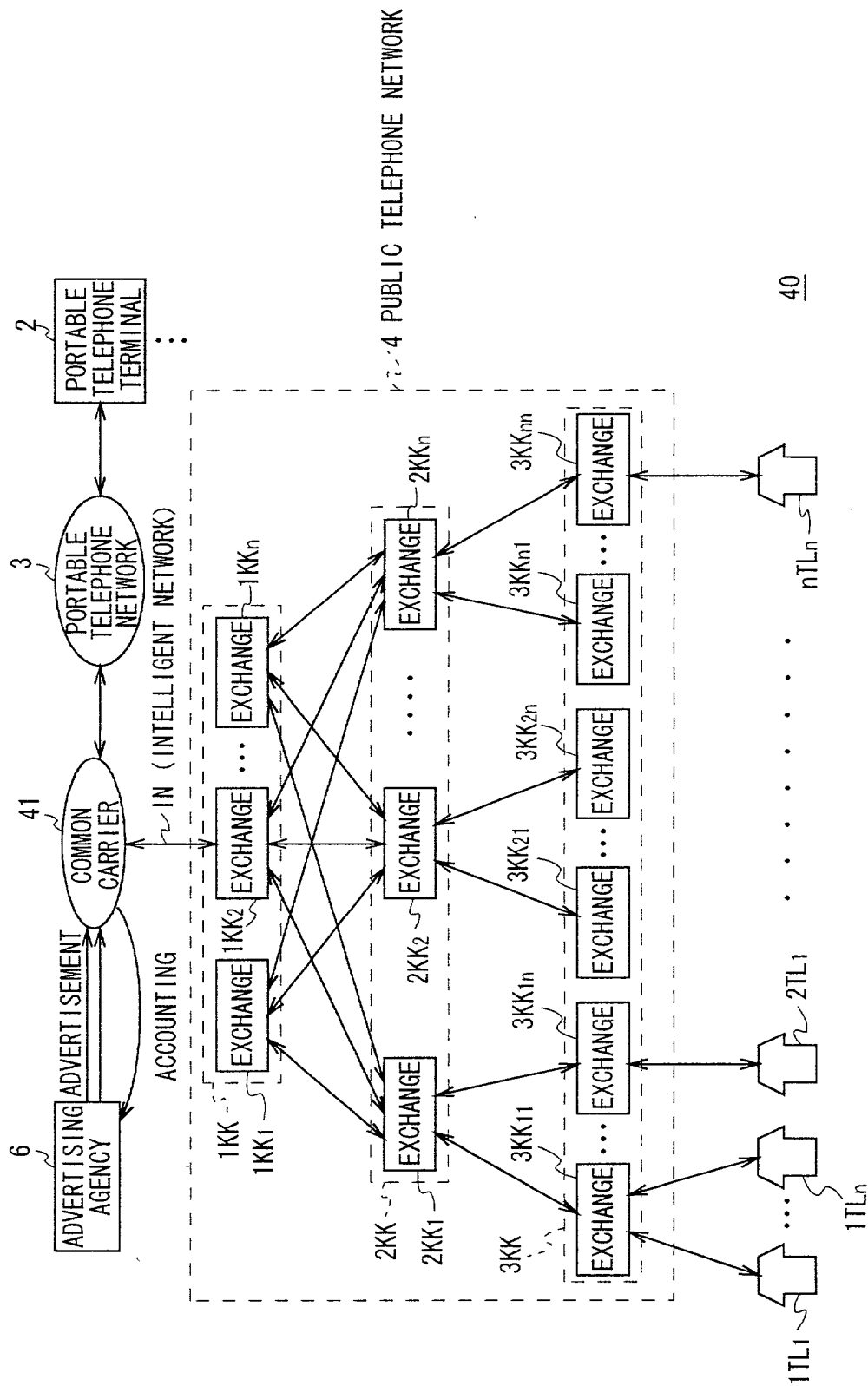


FIG. 19



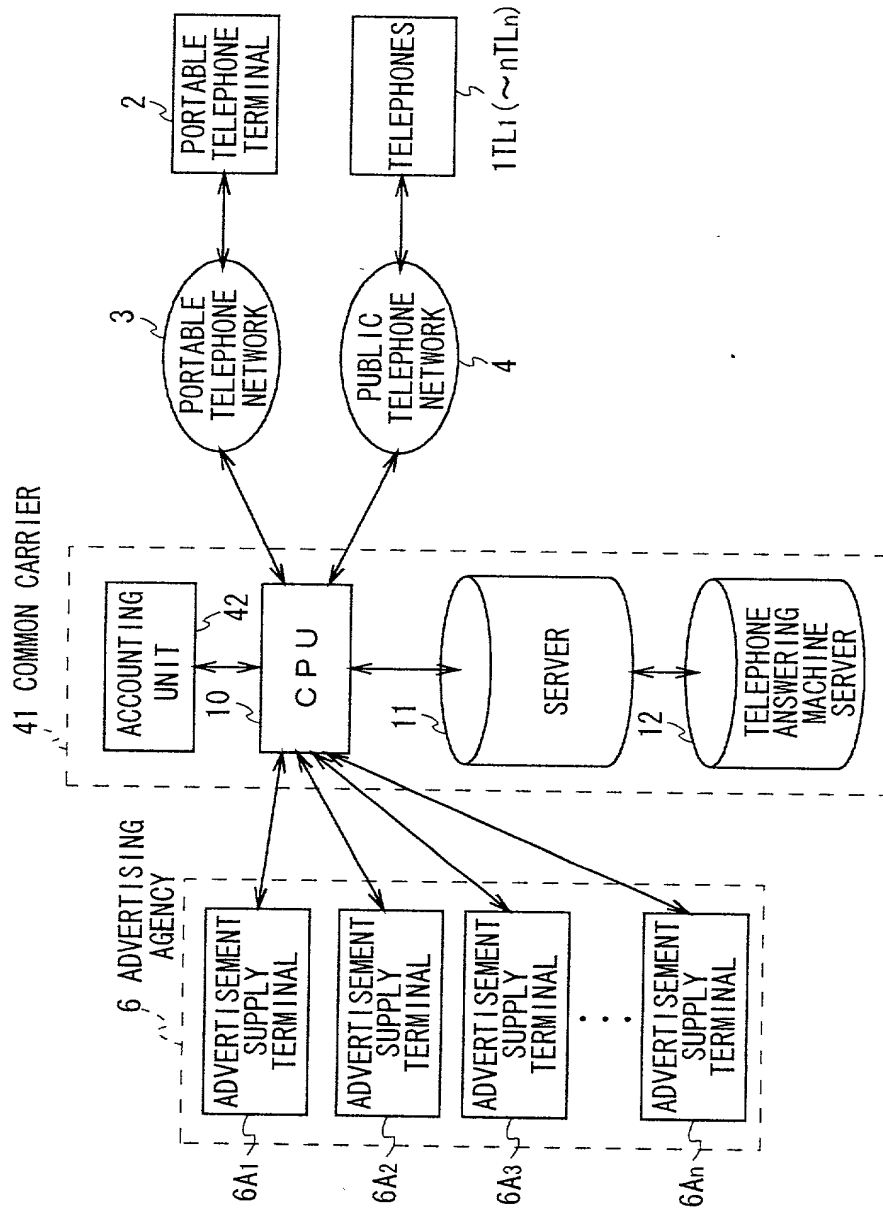


FIG. 20

ADVERTISEMENT POINT	CONTRACT FEE	FUNDAMENTAL RATE	TELEPHONE CONVERSATION RATE
0	¥3,000	¥4,000	¥20/MINUTE
10POINTS	¥2,700	¥3,600	¥18/MINUTE
20POINTS	¥2,400	¥3,200	¥16/MINUTE
30POINTS	¥2,100	¥2,800	¥14/MINUTE

DT

FIG. 21

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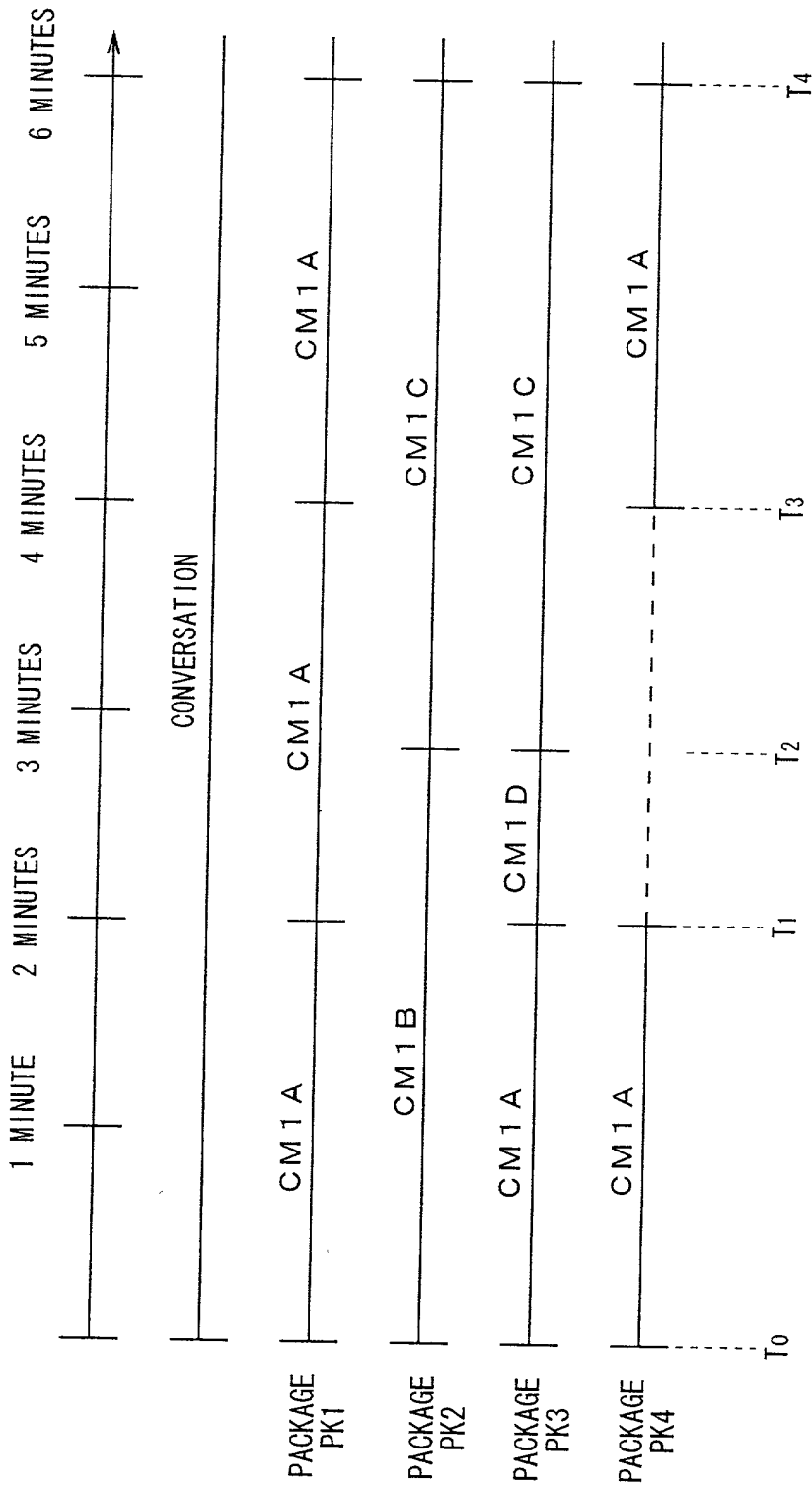


FIG. 22

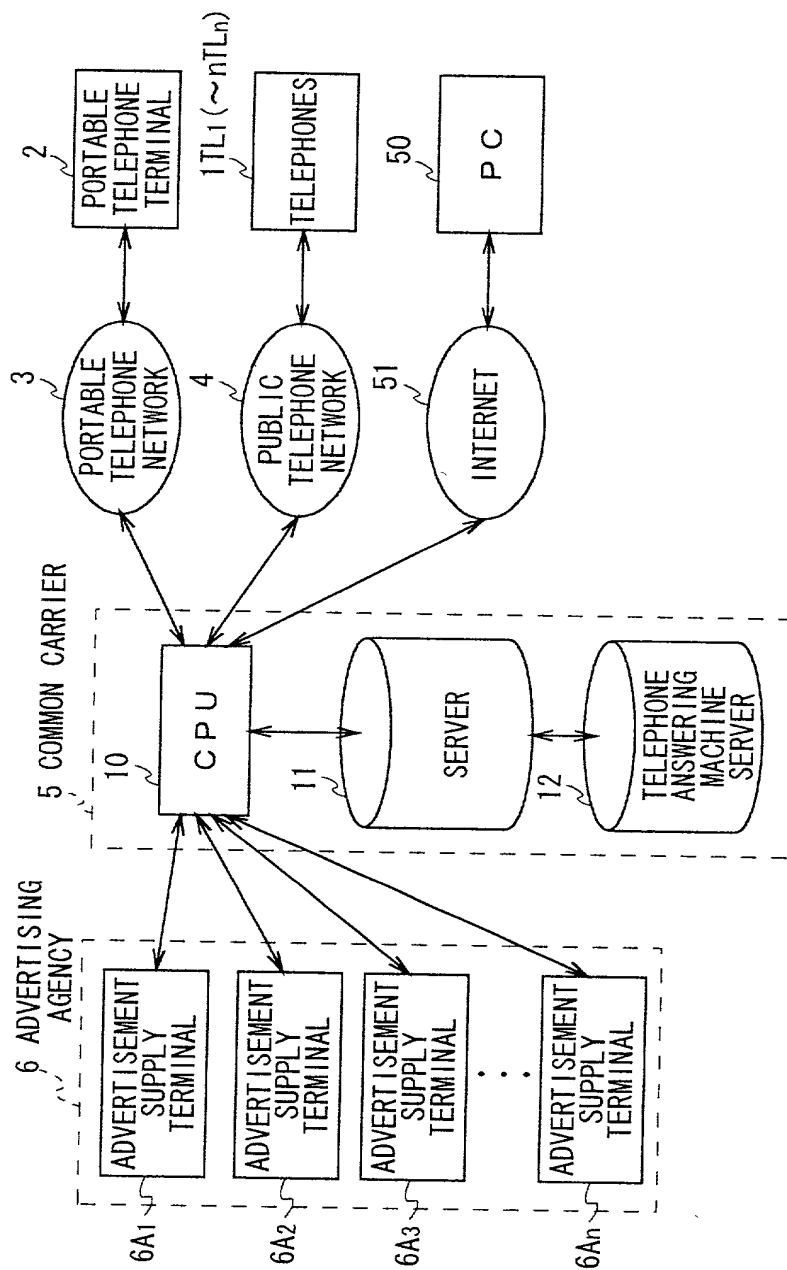


FIG. 23

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PHONE NUMBER-CATEGORY TABLE		
LARGE CATEGORY	INTERMEDIATE CATEGORY	PHONE NUMBER
SPORTS	GOLF	○○-×××-×××, ○×-×○×-×××, ...
	BASEBALL	○×-×○○-△×△, △△-○×○-○○○, ...
	⋮	⋮
MUSIC	POPS (JAPANESE)	××-○○○-□□□, □×-×□○-○□×, ...
	POPS (WESTERN)	□□-△○△-△○△, △×-△××-××○, ...
	CLASSICAL MUSIC	×○-××○-□□△, □○-○△△-△△○, ...
	⋮	⋮
FOOD	JAPANESE FOOD	○△-□○□-△×○, ...
	FRENCH FOOD	△○-△△□-
	⋮	

TA1

FIG. 24

	MON.	TUE.	WED.	THU.	FRI.	SAT.	SUN.
6:00   12:00	AREA A	AREA A	AREA A	AREA A	AREA A	AREA C	AREA C
12:00   18:00	AREA A	AREA E	AREA A	AREA F	AREA A	AREA C	AREA X
18:00   24:00	AREA A	AREA D	AREA B	AREA C	AREA D	AREA E	AREA X
24:00   6:00	AREA A	AREA A	AREA A	AREA A	AREA D	AREA A	AREA A

FIG. 25

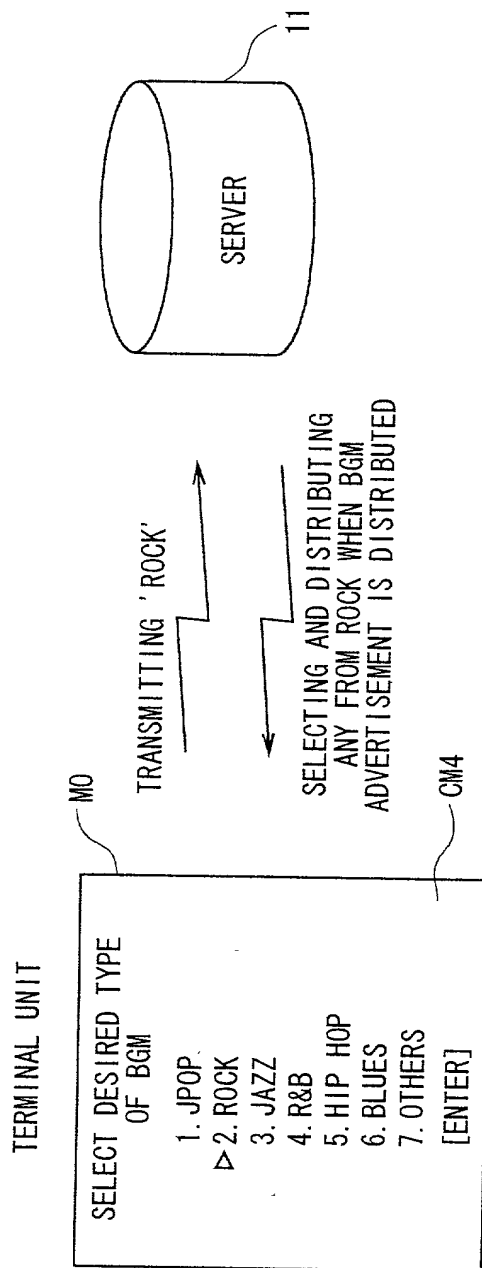


FIG. 26

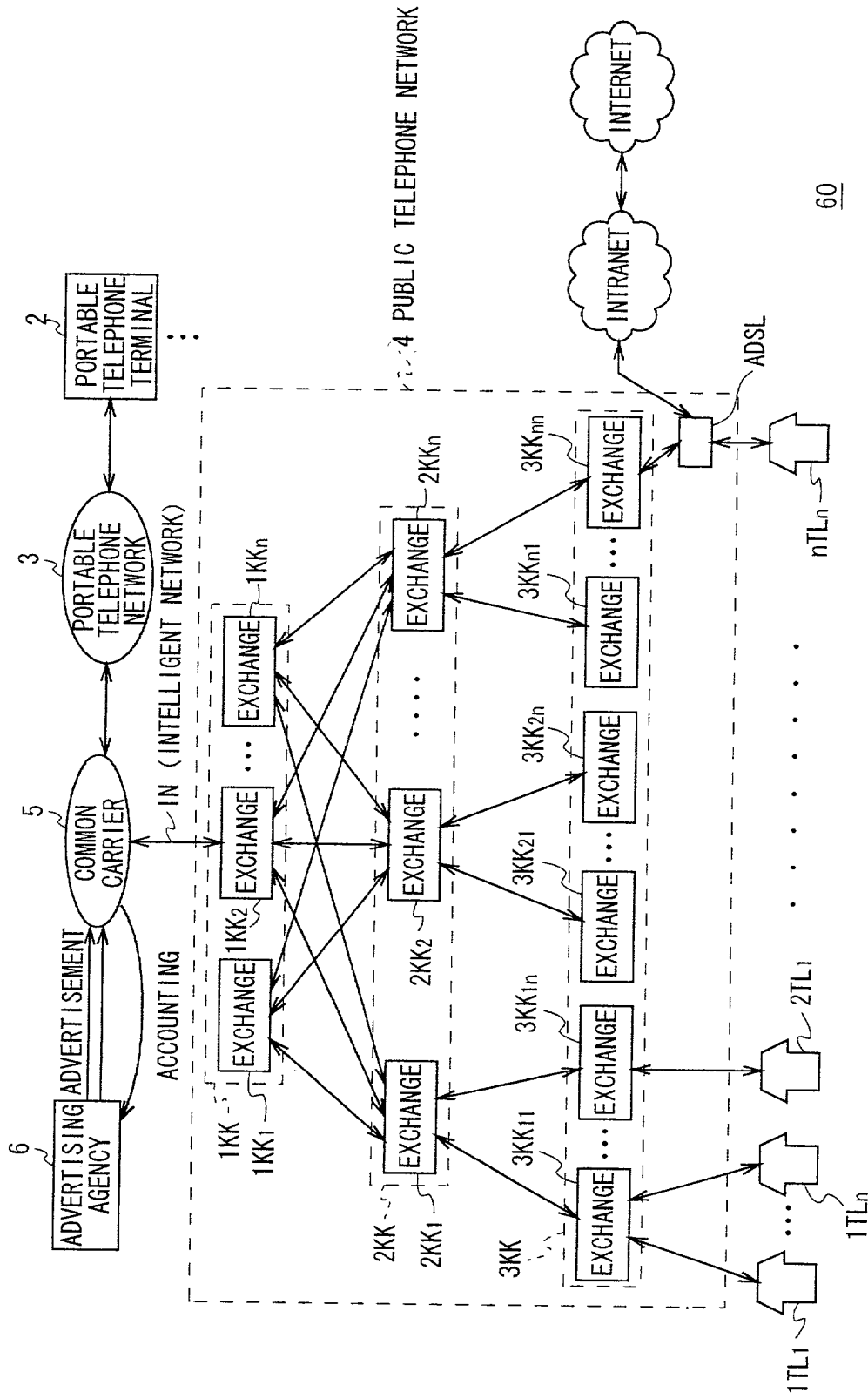


FIG. 27